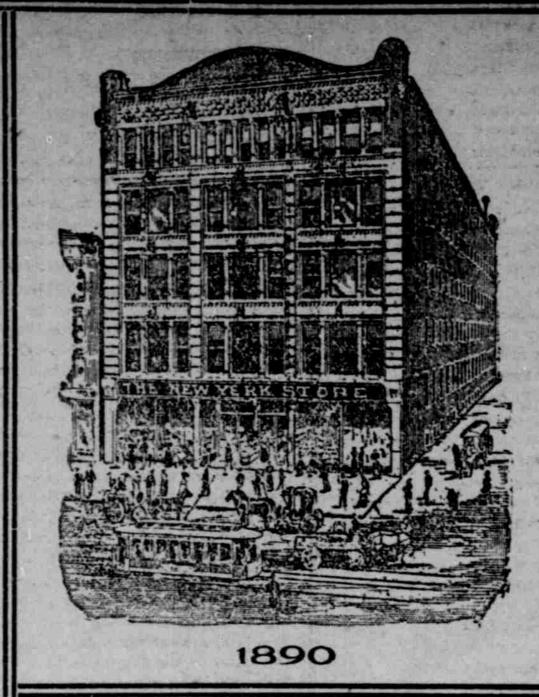


1853 THE NEW YORK STORE 1900

Established 1853.

Sole Agents Butterick Patterns.

Indiana's Greatest Distributers of Dry Goods.



Great Anniversary Sale!!

The Greatest Trade Event of the Fall Season.

Forty-Seven Years of Continued Growth and Advancement.

It is with pardonable pride that we point to the marvelous growth of the New York Store as indicated in some degree by the above cuts. We now enter upon our forty-eighth year with largely increased facilities, having just completed extensive alterations and additions that were rendered necessary by our constantly increasing business. The large open area that formerly existed in the store has been closed, giving us substantially the equivalent of an entire floor. In addition to this we have put in an entirely new electric light plant, which, combined with the fact that our building is open on four sides, gives us a building unequaled in light and ventilation. In addition to this we have, during the summer, equipped our entire building with automatic sprinklers, which make our building absolutely safe from fire, an improvement not found, we believe, in any other retail establishment in this part of the country. These additions to our already mammoth establishment will enable us to exhibit our merchandise and accommodate customers much better than ever before. A business of the magnitude of ours could not be reached and constantly grow unless it possessed the absolute confidence of the people. This we feel we have had in a marked degree in the past, and propose to hold the same and merit it in the future to an even greater degree. This great store, occupying space nearly twice as large as any other two Indiana stores combined, and employing nearly twice as many people as any other two stores, a fact which is entirely obvious to any one who cares to give the matter the least attention, will continue in the future as it has in the past, to lead the procession in modern merchandising in this part of the country. The facilities for buying enjoyed by this house, both in America and abroad, having resident buyers and offices in New York, Paris, Manchester, England; Chemnitz, Germany, and St., Gall, Switzerland, are not equaled by any mercantile house in this part of the country, and by comparatively few in the larger cities. We take this opportunity to express our appreciation of the patronage that has been given us in the past, and pledge ourselves to continue the same business principles which have given us this confidence and patronage from the people of Indiana. During the coming week we are prepared to offer, in every department of the store, some special inducement in both quality and price of new fall merchandise that will make it to the interest of every one in central Indiana to attend our GREAT ANNIVER. SARY SALE. Every item we mention will be found exactly as represented, not only in this advertisement, but in every advertisement published by the New York Store. Special attractions every day this week. Watch the papers.



Ladies' and children's hats, trimmings and ornaments in the new season's styles marked specially for the anni-Ladies' ready-to-wear street hats in this sale at 75 Children's Mexican Hats, all colors, trimmed with felt band and pompons \$1.59 Plain Mexican Hats for children 980 Children's soft felt school Hats, this sale 750 In our Trimmed Hat department we are adding new designs every day, you cannot fail to find something that will interest you; special prices prevail, too, a very pretty trimmed hat at \$2.25 and from that up. Long black breasts, the dollar kind, this sale 750 Jetted coque feathers, were 50c, this sale...... 19 Very pretty coque plumes, regular at 49c, this sale .. 15 Fancy wings, in natural and mode shades, jetted,

Your mind is on them now. What to buy and when to buy it-these are the all-absorbing problems. This week would be a good time to get just what you want. The anniversary sale means special prices. Double-fold Camel's-hair Plaids, in ten different 40-inch Venetians, all wool, heavy weight, in 14 of the

new shades, a yard. 56-inch very heavy Meltons for separate skirts and tailor suits, the best values of the season in medium cloths and every new weave in great variety.

Three different makes of black wool Cheviots, the 75c Cheviots, worth \$1.25, this sale Pierolas-choice of the finest, those lustrous embroidered figur effects, marked \$1.75 and \$2, this sale.

Dressmaking

A dressmaker that fails to go to the fashion centers at the proper time might just as well look through her past season's fashion plates

Note-We take great care in selecting the proper time, i. e., by having our Paris and New York representatives keeping us informed. Miss Mullen and Mrs. Johnson have just returned, having spent the past week looking up new ideas.

Miss Trimble returned from Paris. See her continuous description of the new gowns in theater programmes.

A call on our ladies' tailoring department will convince you that we are exclusive as to style and workmanship.

black silks at a recent receiver's sale of one of the leading silk manufacturers of the country. That we got them a our figures goes without saying, and this fact, combined with the anniversary sale, gives values in black silks that almost borders on the sensational - new, seasonable silks all marked to make this a great week.

Black Taffetas, fast edges and brilliant shades, a yard...... 49 Black Taffetas that would ordinarily bring from 90c Black Peau de Soie, all pure silk, standard \$1.00 quality, this sale...... 69 Black Satin Duchesse, full 24 inches wide, double warp, a yard...... 850 Black Peau de Cygne, a new weave, soft, mellow finish, rich, elegant luster and wear resisting, a

Plain Black Taffeta, Black Peau de Soie, Black Satin Duchesse, fancy Black Striped Taffetas, all the regular \$1 qualities, this sale, a yard...... 69c

regular \$1.50 silk, in this sale, a yard \$1.19

Anniversary Black Silks... Special Rainy Day Skirts For The ANNIVERSARY SALE

These are made of heavy Oxford Gray Cloth, have sixteen rows of stitching around the bottom and all seams fancy stitched. These compare favorably with our \$4.50 regular skirts. As long as they last they are yours at.....\$2.98

.. Fine French Flannel Waists...

These waists are made of all-wool French Flannel in the popular ring dot, and in all the popular shades. We have sold the same waists for \$3.95. This lot will be sold for less than the price of the material. There are only seventy-five waists in this lot, so it would pay you to come early if you

-Second Floor.

Hosiery to the Front In the Anniversary Sale

Large gray wings for street hats and turbans.....

hades of full, regular made Cotto Hose, with double soles and high-spliced heels, hundreds of dozen sold in the year at 25c; in the anniver- 121/2 Ladies' fancy striped Lisle Thread Hose some have black boots, others fancy all over, all of them 50c qualities; 19 in this sale, a pair..... -East Aisle

Anniversary Sale Linens Cotton Crash Toweling; in the an- 2 Hemmed Cotton Towels, in this sale

5 yards of Glass Toweling, in this 29 25c quality of Table Linen, in this 18

Children's Wear

Children's White Aprons, made of fine Lawns, hemstitched and trimmed with embroidery, 39c to -Second Floor.

Anniversary Pictures A special purchase.

65c Pictures 450 29c Pictures210 -Second Floor

Anniversary Sale Knit Underwear Colored Merino Underwear for children.

-Second Floor.

They are the quality made by the American Hosiery Company and the prices were from 50c to 85c; not all 12½c sizes; in this sale, a garment...12½c Ladies' silver gray unshrinkable wool union suits, made with the bust opening; were \$1.50; this sale, a 98c -Balcony, East Aisle

Anniversary Sale Men's

Men's Laundered Percale Shirts, made of Garner's best quality goods, in neat as-2 for 5c sorted stripes; all have cuffs to match; the kind that sell regularly at \$1; 39c this sale for Men's silver gray jersey-ribbed Undershirts and Drawers, fall weight, all sizes, the 50c kind; this sale, a 25c garment

Anniversary Notions

Oc Basting Cotton, a dozen......50

······ Anniversary Sale Toilets Cuticura Soap, in the anniversary 13c 25c size Satin Skin Cream; this 15c

sale

-West Aisle.

-Center Aisle.

Anniversary Sale

Jewelry and Leather Goods

In the Anniversary

Ladies' and Misses' Sterling Silver Nethersole Bracelets, were 29c Leather Pulley Belts, those left of the season's stock, several different kinds, were from 50c to \$1.50; this 15c -Center Aisle

Anniversary Sale Ribbons

Plain Satin and Gros Grain Ribbons, 2 and 2½ inches wide; No. 12 and 16, in black and a few bright shades, were 18c and 20c; this sale, a yard... 9c Fancy corded, striped Ribbon, plain Taffeta and a lot of fancy Ribbon; also Satin and Gros Grain, 3 and 31/2 inches wide, were 25c and 30c; 14c this sale, a yard.....

Remnants of Embroidery Swiss Nainsook and Cambric Embroi-

deries. All the short ends in stock we will 50c Scissors, to-morrow, for 250 put on sale Monday at just half marked Columbia Torchon Laces, in new, sightly patterns, a great variety, 2 to

4 inches wide, were 18c; this sale, choice -- Center Aisle Anniversary Sale

Handkerchiefs At Less than Manufacturer's Cost

Embroidered and Lace-trimmed Handkerquality; also sheer Irish Linen, Unlaundered, Initial ones, in every letter, very neat, 6 in a bundle, one bundle to a customer; a 15c Handkerchief for Children's School Handkerchiefs in pretty and dainty colored borders and 3c hemstitched; this sale, each......

Anniversary Sale

Umbrellas

An odd lot of Ladies' Colored, Changeable Silk Umbrellas, case and tassel fine Princess Handles; also Gloria Sill Handles, usually sold at \$1.50 and 950 both black and colors, that sold 50c for \$1.25 and \$1.50; This sale, each 50c

Anniversary Sale

Trimming and Buttons A beautiful line of Jewel Buttons, in all

the best and leading colors suitable for fancy waists, good value at 25c; 10c some with stitched edge and others with satin cord finish, especially 50c good value, a yard.....

Shoes for the Anniversary Sale

Ladies' Shoes, with flexible soles, som are welts, some are turns; Vici Kid and Box Calf Uppers on new, perfect fitting lasts; to-morrow \$2.50 for

Shoes for boys and girls, for knockabout wear, Shoes for dress, all of them up to date and fairly \$2.00 priced at \$1.25 to.....

-Rear Main Floor.

Anniversary Sale Flannels polka dots and stripes, worth up to 85c; to-morrow at half price.

Anniversary Blankets

11-4 White Blankets, 2-3 wool, nonshrinkable, in rec., blue and yellow borders, were \$3.50; this sale, \$2.75 a pair

11-4 California, very fine White Wool Blankets, full 72 inches wide, with fancy borderings, were \$5.50;\$4.89 this sale, a pair....

Remnants of Sheetings, Pillow Casing, Muslins, bleached and unbleached, and colored Cotton Flannels, Ticking and Unbleached Duck at half marked price. 45x36 Hemstitched, Bleached Pillow Cases, were 16c; this

Anniversary Sale Domestics

sale, each Were loc; this 111/20

Anniversary Sale in Crockery Department

Paper Napkins; in this sale, a 50 Large, full size, decorated Cuspi-Thin China Cups and Saucers, nicely decorated, worth 25c, 121/20 Decorated Tollet Sets, with large jar, worth \$7.50; this sale, set of 12\$4.98

Anniversary sale in

Drapery Department Scotch Holland shades, best made, in

ecru and white, were 80c; this 60c sale for Window and Mantel Drapes, 3 yards long, of beautiful French Satteen, all 98c new styles, each Arabian and Duchesse-effect Lace Curtains, best to wear, made in 3\$6.40 styles; in this sale, a pair.....

Heavy, Double-faced Portieres, corded edge, elaborate designs, fast \$5.00 colors; in this sale..... -Third Floor.

wear comes; they retain their shape while the Shoe lasts; they embody all the fine points possible to be \$3.50 had in fine Shoes; all styles....

Anniversary Sale Gloves colors, fitted and guaranteed, \$1.00 Mocha Gloves, in grays, brown, tan, red

\$1.00 and \$1.25

Ladies' Dogskin Gloves, 2-clasp, all colors, good for shopping and \$1.00 street wear, a pair.....

Anniversary Sale Tinware

1.000 4 and 6-quart Pudding Pans; 3c 1 gallon Old Colony Paint, was 98c

6-hole Steel Range, Asbestos-lined, oven 18x21; this sale.... \$19.98 8 bars Santa Claus Soap; this sale... 190 1 pound green Japan Empress Tea 69c and 1 pound Empress Coffee for... 69c 5 rolls 1-ounce Morgan & Wright Tire Tape for I bottle Oil, worth 5c, and I pair 10c Toe Clips, for.....

1 pair Pants Guards and 10c tube Rubber Cement -New Basement.

THE PETTIS DRY GOODS CO.

first night of Cyrano. Rev. Dr. Joseph Parker, the famous London preacher, who has announced his intention of retiring from the ministry, was the son of a stonecutter. He is seventyone years old, and got his D. D. degree from the University of Chicago. A short time ago he made a sensation by declaring gapore, Malayan peninsula, by cable; to that "the stage cannot be put down. It responds to an instinct which is ineradi-

Baker Washington, the thirteen-year-old son of Booker T. Washington, the famous negro teacher and speaker, is a skillful, trained brickmason. He knows how to lay out a piece of work, use plummet, line and trowel, mix mortar and handle bricks. He can do as neat a job as almost any man at his trade, and has worked on the walls of all the brick buildings which have been erected at Tuskegee Institute during the

last few years. The Methodist "twentieth century movement" to save 2,000,000 souls before the end of 1901, is about to be put under way. The plan is briefly to enlist 200,000 active workers in the movement, including pas-tors and church members, each of whom shall pledge himself to secure ten new members for the church before December, 31, 1901. The call will be given first to the bishops, and through them to the annual. conferences, where the presiding elder will see that each pastor presents the move-

ment to his congregation. No more fitting memorial of the late Mary Kingsley could have been suggested than that which a few of her many admirers in Liverpool have decided upon to keep her work in perpetual remembrance. The idea of a Mary Kingsley hospital for the treatment of tropical diseases must commend itself to all those who knew anything of the intrepid African traveler and noblehearted woman who sacrificed her life in the service of humanity. The new hospital is to be erected in close proximity to the Royal Southern Hospital, and will, it is believed, supply a longfelt want in the

medical institutions of the city. Communication by cable between Wash-

way. At present the route over which each message must travel is as follows: To New York, by land; to Valentia, Ireland, by cable; to Brighton, England, by cable and land; to Havre, France, by cable; to Marseilles, by land; to Alexandria, Egypt, by cable; to Suez, Egypt, by land; to Aden, Arabia, by cable; to Bombay, India, by cable; to Madras, by land; to Sin-Saigon, Cochin China, by cable; to Hong-Kong, by cable; to Manila, Philippine islands, by cable. The total distance is, approximately, fourteen thousand miles.

Quoth the Genius of the Anglo-Saxon Race the missionary to "I say, are you not biting off Rather more than I can chew?" -Detroit Journal.

With eyelids heavy and red, A woman sat through the weary night Plying her needle and thread. titch, stitch, stitch, Till the oil in the lamp burned low, Stitch, stitch, stitch, Till the dawn began to glow.

And why did she sew all the dreary night
Till her brow was seamed with care? Because, forsooth, she was dressing dolls For the Blanksteenth Street Church fair.

-Portland Oregonian.

An Affliction Uncovered.

With fingers weary and worn

She is such a lover of books that when some one said, "I am going to send you a book on your birthday." it was a surprise to hear her impulsively answer, "I hope you won't. I mean-that is if you do, I hope

The girls kept quiet. Those few unhistory of unwelcome gifts, of volumes she he belongs to the people whether as a the election were over. And the wives of New York Sun. would rather be without, burdening her maker of books, orations, policies, can-these men, tired of the long strain and "Avoid the o shelves, accumulating dust and wronging her taste in the eyes of all beholders. If

Think of taking, say, one of Marie Co-relli's books to a bookshop and being able to trade it off for one of Maurice Hewlett's. That is what you can do if the volumes are of the same size. They seem to be graded in cost by the amount of paper used in them, selling by weight like a pound of butter. Except that you have to pay more for the best fresh butter than you do for oleomargarine.

shatched comforts only a greenroom in which to prepare for the larger stage. Great men love their wives, doubtless, having great souls, perhaps just as unimportant men do, but there are only a score and four hours in any man's day, time being no commodity that any man may buy. And the demands of affairs intrude

PENALTY OF LONELINESS PAID BY THE WIVES OF PUBLIC MEN.

The Short Skirt Is to Be Universally Worn-The Fine Art of Dress-An

Advantage of Country Life.

In a recent interview Mrs. Mark Hanna showed and spoke with feeling in the matter of the separation to which she and her customed, says Miss Helen Pitkin, writing from Boston to the New Orleans Times-Democrat. It is not often that the sentiments of the wives of public servants are so passionately confessed as in the instance mentioned, but doubtless many women echo Mrs. Hanna's sorrow in their hearts and hope for the day when great

the renouncement of the outer arena. Few women are there who would not prefer off-hand the distinguished husband to the chronic subaltern; but women with Tritons among the minnows that she vases, great scenes in real or mimic life. He lives in the calcium and aspires to the if it would begin. they are not written in they can be ex- are light. Applause is sweet to him; he grows to feel his importance as an integral of the world's affairs; home becomes no longer an address, but the abode of snatched comforts only a greenroom in

I heard a woman say once-she is the never have married a man who was not or gave promise of being distinguished. brought to women. That step is now com-One can understand her saying so at an occasion like a woman's luncheon, where everyone present would be inspired with | coaches along the uptown side streets and envy for her good fortune. But there is through the parks, no longer trail several another side, shown, despite herself, after a succession of long evenings spent alone by endeavoring to hold it up in one hand when her distinguished lord orated and do they lose all steering power over the met his constituents and prepared baby coach. They wear golf skirts. Mothspeeches and suffered interviews and traveled far in the interest of his party. The evening lamp seemed to burn dim for her, and there was an audible stillfor her, and there was an audible still- joy, let it be understood, that you won't ness in the house. I thought then, when find excelled by any expression of any Mathere was no audience about to hear her donna by the oldest of the old masters. expressions of pride, that the woman with Think of the Madonna of the trailing the distinguished husband paid dearly for skirt, so familiar to us upon every street her privilege. It is all right when the band and in every shop for years past, and think begins to play "See the Conquering Hero | cf all that she has had to endure! Never Comes" when he appears, and his theories | did the train look so pathetically inapproare quoted and his features and epigrams done into transparencies and carried about done into transparencies and carried about some poor little woman who was trying to in flambeau parades. But she sees these keep hold of her baby with the other. The things as from afar; she realizes with a tenderest-hearted spectator had to laugh surge half of pride, half of pain, that she one rainy day along Broadway at the sight has an impersonal husband. He gives her of a woman, baby on one arm, raised umlove, position, wealth, but he would cheat | brella in the other hand, who vainly tried some of the great factors of these condi-tions were he to give her companionship. And women are like children; they want wet. In the struggle something had to go. things really and truly their own. The It was the baby. The woman dropped it. v man who is abreast of her husband, as it were, who is a comrade of his leisure and the inspiration to little studies in the quiet glow of the evening lamp, would not barter her fate for a reign in the White House. Meanwhile, all over the land the wives of senators, congressmen, stump-speakers officeseekers, lobbyists, editors, "bosses" is of man's life a thing two-thirds apart. | and the candidates themselves are wishing these men, tired of the long strain and waiting, would be rejoiced, like Mr. Dooley.

The Short Skirt Prevails.

has lightened the burdens of shopping; it has lessened the danger of taking cold in every ten. Seven out of that nine will put

1et women go right on marrying, em-

has made house cleaning easy to the housecal, commercial and domestic-it has plete-We have the Madonna of the Golf Skirt. Your mothers, wheeling their baby yards of dusty dry goods behind them, nor ers minus baby coaches-but plus, oh, very plus, children in arms-wear golf skirts, and they wear a smile of peace and holy priate as when clutched in the hand of to hold up her fashionably long, if un-fashionably shabby, dress skirt out of the Every man that ran to pick it up was swearing under his breath at the prevailing fastions in woman's dress that would allow such things. No need for such scenes nowadays-we have the Madonna of the Golf Skirt.

Things to Avoid in Dress.

"Avoid the obvious in dress," said the woman who thinks as much about what her friends wear as about her own clothes, "and be especially careful at this time of year. I know that it is now one of the most natural things in the world to put a red velvet bow on your black hat. It looks so warm and cheerful on these overcast autumn days. But avoid it as carefully as you would a green veil. The same thought will occur to nine women out of

she thinks it looks bright and appropriate "You ought never to do anything which makes your purpose so plain to everybody

that sees you. I know a dark-haired, darkshade of vivid yellow that not one woman in a thousand could ever put on without being a fright. Well, it suits her very well, and occasionally it would be stunning for her to appear in a dress of this color or with a bit of it somewhere about her. But she never takes it off. I never saw her at night, but I'd like to bet that she sleeps in something made of that color. Everybody's impression of her, after she has been seen once or twice dressed in this unusual way, is that she is so proud of being able to wear so unusual and unbecoming a color that she never takes it off. That is another instance of what I call the very obvious in dressing. Blondes who persistently stick to baby

blue and brunettes who insist upon tying a red ribbon about their necks at all times are other awful instances of the very obto think of what is becoming to her above everything else in dress. That is the most important question to be considered. But she ought to do it with discretion and not go about dressed in a way that seems to say: 'I am wearing this because it is the most becoming color in the world to me, although very few other women can ever put it on, and this little bit of red in my hat is intended as a tribute to the cool autumn days and shows that I appreciate how a woman should dress to suit the sea-sons. That style of dressing is the apotheosis of the obvious, and, in my opin-

ion, very bad form if dressing is a real

Well-Posted Country Women.

The city woman lives in the midst of exof intervening extras keep her at high

upon his leisure and almost resent the ex- | wet weather; it has aided the housemaid | their ideas into practical effect. By the | comment on what is going on wherever she pending of moments for his creature in her task of sweeping and scrubbing; it | end of next week the bow is going to be as | turns. Yet she is not always as well infamiliar a sight as the polka-dot chou on | formed as her country cousin, who takes, wife. It had but one step farther to go to the sailor hat has been since the 1st of and reads from cover to cover, an illustratwife of a famous man-that she could complete the circle of satisfaction-physi- June. And, besides, you may be sure that | ed weekly, and who digests and assimilates your purpose will be plain to every woman every item of news, pores over the letters who sees you. 'She put that bow in her of foreign correspondents, and knows hat,' will be the general opinion, 'because | every step of current history, whether it concern the Boer war, the Indian famine, or the Boxer uprising in China. You meet the mistress of the farmhouse, a woman cumbered with much inevitable drudgery. yet quiet, serene and unruffled, even in eyed woman who looks especially well in a | the boarding season, when her home is thronged from entrance to eaves with people who have come from town to rest among green fields. This gentleweman has cpinions about expansion and imperialism. she has views about politics, and can talk intelligently with her husband and sons about the merits and demerits of the opposing candidates, and, what is more to the point, she bases her conclusions upon her reading, and enforces her position by arguments not easily refuted. The country vote is always a make-weight to be reckoned with when contests are decided, and, back of the country vote, a silent yet potential force is the conscience of the country woman, her poise, her thought, her intellect not to be ignored. The sentiment of "The Man with the Hoe" was a manifest injustice to the American farmer-all the more that the farmer's wife in our country is the direct antithesis in every particular of the rural type of femininity in the old world.

Odds and Ends.

To clean unvarnished black walnut rub with a soft flannel cloth which has been wrung out of either sweet or sour milk. White chiffon tucked with gold thread and laid over gold tissue is one of the latest and prettiest fancies for vests, collars and

Canned goods of all kinds should be emptied from the cans as soon as they are opened. They should never on any account be left to stand in the cans.

Pure white toilets are to be as popular turing the summer, and are being prepa in cloth as often as in lighter materials for citement. Incidents jostle one another. The house and evening wear. The white clott morning and evening papers and the bevy with heavy furs, will be a favorite fad o the woman to whom expense and durability